**Example using NAPLAN Year 7 2012 Magazine**

**Royal Flying Doctor Service**

Text conventions –

* Logo with a caption which is a slogan
* Heading in traditional font that represents the formality of the topic
* Colourful images aligned on the left with captions; framed in a shadow box
* Text begins with a brief synopsis
* Information is arranged down the page and presented as an historical timeline
* Dot points precede the date which is in a different colour
* Images support the evolution of the service over time because we have a black and white image
* Colours represent the integrity of the service
* Emotive text in white font against a blue background and framed in a ‘tear drop’
* Text is informative/ subtly persuasive: not dense but it is formal; technical language; acronyms; language; numbers/statistics are used to describe dimensions of the service
* Punctuation – bracket, commas, sentence markers, possessive apostrophes, hyphens, quotation marks